

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

AP Tourism - Tourism Promotion – Erection of AP Tourism Hoardings at Rajiv Gandhi International Airport at Hyderabad. In-flight Campaign in Spicejet and Jet Airways by M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad for a period of one month from 25th December 2013 to 24th January 2014, release an amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) – Sanction - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 119

Dated:11-02-2014

Read the following:

1. From M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, Dt:31-12-2013.
2. Govt.Lr.No.2504/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.28-01-2014.
3. Letter Dt:29-01-2014, Bill.No.APAPL/APT006/13-14, from M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, Dt.29-01-2014.

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ORDER:

In the letter 1st read above, M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, has submitted a proposal for taking up advertising campaign in the following media for Andhra Pradesh Tourism branding:

1. Display - Aero Bridges (Interior Glass & Roof on both sides) at Rajiv Gandhi International Airport
2. Display - Aero Bridges (Internal Head on Sites & Wall Cladding)
3. Display - Seat Back (5 Aircrafts each in Spicejet & Jet Airways)

2. Accordingly, Government have issued work order in reference 2nd read above, for taking up selective at Rajiv Gandhi International Airport for a period of Three months from 25-12-2013 to 24-03-2014, i.e., Rs.44,00,000/- per month x 3 months at the rate of Rs.1,32,00,000/- (Rupees One Crore Thirty Two Lakhs only) including taxes.

3. In the reference 3rd read above, M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, has submitted bill along with hard copies of the post installation photographs of the above media towards the installation reports placed at Hyderabad Airport from 25th December 2013 to 24th January 2014 and requested for release of amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) including taxes for one month and requested the Government to release payment for the above period.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.44,00,000/- (Rupees Forty Four Lakhs only) as part payment to M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad for AP Tourism Promotional towards Erection of AP Tourism Hoardings at Rajiv Gandhi International Airport at Hyderabad, In-flight Campaign in Spicejet and Jet Airways for one month from 25th December 2013 to 24th January 2014. Balance amount will be paid in due course.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodations & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (20) Promotion of Events – 500 – Other Charges - 503 - Other Expenditure”.

(P.T.O)

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad, through on line. The details of Bank account is as follows:-

Account Name	: M/s. Atin Promotions & Advertising Pvt, Ltd., Hyderabad
Account No	:1181256005662
Name of the Bank	:CANARA BANK
RTGS	:500015007
IFSC Code	:CNRBINBBHFD

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

M/s. Atin Promotions Advertising Pvt, Ltd., Hyderabad
The Assistant Secretary to Government & D.D.O, YAT & C (PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER